

**REQUEST FOR PROPOSALS  
For  
Graphics and Mapping Assistance  
For the Countywide Pedestrian and Bicycle Plans**

by the

Alameda County Congestion Management Agency  
and  
Alameda County Transportation Improvement Authority

**RESPONSES DUE**

**Noon Monday, June 27<sup>th</sup>, 2005**

Diane Stark

Alameda County Congestion Management Agency  
1333 Broadway, Suite 220  
Oakland, CA 94612

**ALAMEDA COUNTY CONGESTION MANAGEMENT AGENCY  
And  
ALAMEDA COUNTY TRANSPORTATION IMPROVEMENT AUTHORITY**

**REQUEST FOR PROPOSALS (RFP)  
for**

**Graphics and Mapping Assistance for the Countywide Pedestrian and Bicycle  
Plans**

**Introduction**

The Alameda County Congestion Management Agency (ACCMA) is updating the 2001 Countywide Bicycle Plan at the same time that the Alameda County Transportation Improvement Authority (ACTIA) will be preparing the first Alameda Countywide Pedestrian Plan. The agencies believe that there are areas where the graphics and mapping of both Plans could benefit in terms of coordination and cost from having the same graphics designer prepare both sets of maps. Both Plans will use the same base map and have different overlays for various types of information. The bicycle and pedestrian overlays should be compatible and readable when displayed on one map, in order to facilitate multi-modal planning.

The main tasks are to:

- Develop a shared base map for use in the Countywide Bicycle and Pedestrian Plans. The maps will be in GIS format by MTC.
- Develop pedestrian maps for the Countywide Pedestrian Plan.
- Develop and update selected figures in the Countywide Bicycle Plan to include route additions, deletions, and modifications. This may involve converting layers from Illustrator to GIS.
- Develop a set of maps for both Plans that are easily read by the general public and local agencies and facilitate easy incorporation of future network changes.

The scope of work is presented below.

**Project Management**

The Project Manager will either be the ACCMA or ACTIA, although coordination with both ACCMA and ACTIA will be required as described in the scope of work depending on the task.

**Scope of Work, Schedule and Budget**

The scope of work presented below describes the graphics and mapping work to be performed for the development of the Countywide Pedestrian Plan and the update of the Countywide Bicycle Plan. ACTIA recently retained the firm of Eisen/Letunic with Alta as a subconsultant to develop a Countywide Pedestrian Plan and it is anticipated to be completed by June 30, 2006.

The update of the Countywide Bicycle Plan Draft Plan will be led by Beth Walukas under contract to ACCMA and is anticipated to be completed by December 2005. The budget is \$12,000 to develop the maps for both Plans and work would begin in July 2005.

### **Task 1: Develop Countywide Base Map and Selected Layers in GIS Format**

The current Countywide Bicycle maps are in Illustrator and the Countywide Pedestrian Plan has no maps because it is the first Countywide Pedestrian Plan to be developed. The ACCMA and ACTIA would like to coordinate the development of maps for the two Plans tying off the maps that have already been developed for the Countywide Bicycle Plan. However, the current Countywide Bicycle Plan maps are not very readable online and are difficult to update. For the Regional Bicycle Plan, MTC has geo-coded the entire Alameda Countywide Bicycle network to GIS format and has agreed to give ACCMA/ACTIA the files to use in the development of maps for both Plans. The files can be accessed at [http://www.mtc.ca.gov/maps\\_and\\_data/GIS/data.htm#cat2](http://www.mtc.ca.gov/maps_and_data/GIS/data.htm#cat2) – Bay Area Bikeways in Alameda County only – for review in preparing this proposal. The selected consultant will be provided the networks on disk to complete the work. Using GIS would allow for easier updating of the networks as changes occur, permit on-line readability by allowing users to zoom in and out on specific segments while maintaining better focus, and facilitate updates to the Regional Bicycle and Pedestrian networks. GIS is also selected because much of the conversion work has been done. This task will develop a base map based on MTC's GIS networks with enough network detail for both Plans. It should be noted that because the ACCMA does not have in-house GIS capabilities, it is assumed that the selected consultant will be provided the most recent GIS maps and Illustrator maps as a starting point, but will need to own and have in-house capabilities to operate GIS software.

The base map (including streets, street names and highways) will be supplemented with the following additional layers:

- Urban trails
- Downtown/Civic Centers
- Major Employers
- Other Major attractors (hospitals, colleges/universities, regional shopping centers, etc)
- Rail transit stops and trunk bus lines
- Regional Parks

Additional layers may be added as part of Task 3, for pedestrian planning purposes.

Lead: The ACCMA will be the lead for this task in conjunction with ACTIA.

*Deliverable: GIS converted base map with network in sufficient detail for both the Countywide Pedestrian and Bicycle Plans.*

### **Task 2: Update Countywide Bicycle Plan (2001) Maps**

In this task, the overlays for Figure 3-1 Recommended Cross-County Corridors and Figure 5-1 High Priority Projects from the Alameda Countywide Bicycle Plan (2001) would be converted to GIS and updated to include added, deleted and modified routes. The Figures identified above

can be found in the Countywide Bicycle Plan at <http://www.accma.ca.gov/pages/taskforce.shtml>. If possible the following figures from the Countywide Bicycle Plan will also be converted to GIS as budget allows: Figure 2-3 Regional Attractors and Generators and Figure 2-8 Bike Parking, so that this information can be overlaid onto the updated network. While the five-page graphics format will be retained, an attempt to condense the existing five-page into a one page Countywide map will also be made. The ACCMA will be the lead for this task. The bicycle layers will differ from those produced for the Countywide Pedestrian Plan, but should be able to help identify areas where project overlap or coordination can be facilitated. The final map should be web-ready, and print-ready, including a version showing the entire county and versions broken down into four or five areas of the county.

Lead: ACCMA will be the lead for this task.

*Deliverable: Updated Figures 3-1 and 5-1 from the Alameda Countywide Bicycle Plan (2001) converted to GIS format and a one page Countywide network figure. If budget allows, convert the layers for Figures 2-3 and 2-8. All maps should be web and print ready.*

### **Task 3: Develop Countywide Pedestrian Plan Map**

In this task a Countywide Pedestrian map will be developed identifying:

- Pedestrian areas/projects of countywide significance, as determined in Task 6<sup>1</sup> in the Countywide Strategic Pedestrian Plan RFP; and/or

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#### <sup>1</sup> **Task 6: Define Countywide Pedestrian Priorities**

The consultant will develop recommendations for pedestrian capital project and program priorities at the countywide level. These recommendations should be fiscally constrained to the available Measure B funds, and other funds that can realistically be anticipated to be available.

In discussions with ACTIA and based on the consultants knowledge and research, the consultant first will develop several approaches to defining countywide pedestrian priorities for capital projects. Possible approaches include developing a list of specific capital projects, or broadly defining an area, such as transit or commercial areas, on which to focus efforts, or a mix of the two approaches.

Any approach must address all of the major land use types found throughout Alameda County. This task should also consider the system of pedestrian districts being developed by MTC, although it does not necessarily need to be based on these districts.

The different approaches will be presented to the TAC and BPAC, and other applicable agencies, and a recommended approach will be selected. The consultant will use this recommended approach to develop funding eligibility and evaluation criteria for the next cycle of the Measure B Bicycle and Pedestrian Countywide Discretionary Fund grant program. The consultant will develop guidelines describing those elements that must be included in a Measure B grant-funded capital project, to ensure that these projects are model projects.

In addition to capital projects, the consultant will develop recommended programs to be implemented at the countywide level, either by county level public agencies or non-profits. These could include promotion, education, safety or other programs. The consultants recommendations will be based on research showing the types of programs that are most effective. These programs will be prioritized and an implementing entity will be identified.

In coordination with the ACCMA's update of the Countywide Bicycle Plan, the consultant will apply the approach developed for capital projects to determine the *pedestrian* priority of the bicycle corridor projects designated as "high priority" within the Countywide Bicycle Plan.

- Pedestrian districts as defined in the emerging MTC “System of Pedestrian Districts” Study.

The pedestrian information would be developed as a layer on the Countywide Base Map produced in Task 1. It is possible that additional pedestrian-specific information may need to be added to the base map to ensure sufficient level of detail for pedestrian route planning purposes. The pedestrian layers will differ from those produced for the update of the Countywide Bicycle Plan, but should be able to help identify areas where project overlap or coordination can be facilitated. The final map should be web-ready, and print-ready, including a version showing the entire county and versions broken down into four or five areas of the county. Information for this task will be coordinated with ACTIA and their consultant Eisen/Letunic.

Lead: ACTIA will be the lead for this task.

*Deliverable: Map of pedestrian areas, possibly including one or more layers of pedestrian-specific information, in Alameda County, in GIS format, and web- and print-ready*

### **Budget**

ACCMA/ACTIA are seeking cost competitive proposals. The budget for the scope of work as described shall not exceed \$12,000.

### **Schedule**

Release RFP	June 14, 2005
<i>Proposals Due</i>	<i>June 27, 2005 at noon, Alameda County CMA, 1333 Broadway, Suite 220, Oakland, CA 94612</i>
Consultant Selection	Anticipated for week of June 27, 2005
Base Map	August 2005
Draft Pedestrian Maps	December 2005 (tentative)
Final Pedestrian Maps	June 2006
Draft Bicycle Maps	October 2005
Final Bicycle Maps	December 2005

### **Proposal Contents**

A letter proposal should be submitted containing the following information:

1. *A transmittal letter* signed by an official authorized to bind the consultant. The letter shall contain a statement to the effect that the proposal is a firm offer for at least a ninety-(90) day period and showing the RFP subject, name of the proposer’s firm, local address, name and telephone number of contact person, and the date.
2. *Overview and Summary.* This section should clearly convey the consultant’s understanding of the nature of the work and the general approach to be taken.
3. *Workplan and Schedule.* This section should include a description of how each task of the project will be conducted, identification of deliverables, and schedule. The consultant should include additional details such as study deliverables, expected sequence of tasks and important milestones. The Work Plan should be in sufficient detail to demonstrate a clear understanding of the project.

4. *Qualifications of the Team Members.* This section should include the resumes of the team members assigned to the project. The resumes should highlight any experience in Illustrator and GIS. Relevant work samples should be included.
5. *Qualifications of the Firm.* This section should provide a short description of previous projects that significantly relate to the consultant's qualifications for this particular project. Provide a list of up to three former clients for whom the consultant firm has performed services similar to those described in this RFP, along with names and telephone numbers of persons who may be contacted as references.
6. *Cost Proposal.* This section should provide a detailed description by task of the expected expenditure of funds for the work described above.

### **Consultant Selection Process**

ACCMA and ACTIA staff will review written proposals submitted on time and considered complete. Staff will evaluate the proposals and recommend one consultant. Interviews are not anticipated to be needed. The ACCMA and ACTIA reserve the right to reject all proposals or suggest different team participants. The ACCMA and ACTIA have ultimate authority for approval of the contract.

Each proposal will be evaluated according to the following criteria:

- Consultant's understanding of the purpose and requirements of the project.
- Quality of the Work Plan
- Experience and qualification of the consultant
- Cost
- Knowledge of local street network

### **Submittal Deadline**

An original and three (3) copies of the proposal are due at the offices of the ACCMA by noon June 27, 2005. Proposals should be sent to the attention of:

Ms. Diane Stark  
Senior Transportation Planner  
Alameda County Congestion Management Agency  
1333 Broadway, Suite 220  
Oakland, CA 94612